

# INFORMATION LETTER

## NATIONAL CANNERS ASSOCIATION

Not for  
Publication

For Members  
Only

No. 1809

Washington, D. C.

December 17, 1960

### Information Letter Schedule

Because of the Christmas holiday, the next issue of the INFORMATION LETTER will be published December 28.

The first scheduled issue of the INFORMATION LETTER in 1961 will be published January 7.

### Broker Services Are Cited In Current Issue of C&TR Briefs

N.C.A. Briefs No. 5, the pocket booklet of trade and marketing newsnotes issued periodically as part of the N.C.A. Consumer and Trade Relations Program, was mailed last week to members and others on the C.&T.R. list. The issue contains data derived from various marketing research firms and publications, condensed to capsule form.

President Milan D. Smith made use of the first item in the issue in his address to the annual convention of the National Food Brokers Association, and a special mailing of copies to N.F.B.A. members has been made. This particular article dealt with the many services rendered to their principals by brokers and their field representatives, and was culled from a special article in *Sales Management*. Among other subjects in the issue were features on how to obtain better reception for store promotions, and some "do's and don'ts" of test marketing.

In the regular feature "A Woman's Point of View," Ruth F. Pomeroy, homemaking editor of *Redbook*, cited the importance to canners of delivering to their customers not only convenience but also quality, serving ideas, and clear and certain descriptions of product-use. The issue also included status reports on a number of the C.&T.R. current and recent projects, such as the Ink Blot game for women's clubs, features in national magazines, the publicity on the S.S. HOPE and U.N. Day events, the school curriculum program, and film promotion.

### Research, Sales, Consumer Acceptance Stressed in Convention Program; Many Innovations Offered

The 1961 Canners Convention will present a well-rounded program of interest to research and marketing personnel as well as top management in the food industry. Details of subject matter, speaker identities, and time-and-place of the several program sessions are presented in the center-spread of this issue of the INFORMATION LETTER (pages 320 and 321).

The Convention will be held January 22-25 in Chicago, with the Conrad Hilton Hotel as headquarters for the N.C.A. and the Canning Machinery and Supplies Association. In addition to members of those two groups, the Convention is expected to attract a big attendance from buyers and brokers, for whom N.C.A. is making hotel reservations.

In announcing the schedule of events of the 1961 Convention, N.C.A. President Milan D. Smith explained that the Convention format has been designed by the Convention Program Committee not only to present top speakers on topics of current interest but also to leave the afternoon and evening hours free for the traditional canner-broker-buyer-supplier meetings.

It is expected that attendance at the Convention will start to build on Sunday, January 22. The C.M.&S.A. plans to open its annual exhibit—The Canners Show—that noon.

#### New Items in Exhibits

Many items of new equipment, and new applications of existing units will be seen in the more than 100 exhibits, according to W. D. Lewis, Secretary of C.M.&S.A. Advance announcement of exhibit plans, he states, also indicates considerable expansion in canned food container development.

The suppliers are bringing a larger-than-usual number of their technical men to the Convention. They will be available for conferences with canners at both their exhibit spaces and in their hotel rooms.

Food processors attending the exhibit will be eligible to participate in drawings for door awards—15 of these a day. On the final day a combination stereo AM-FM radio and record player will be awarded as the grand prize. All canners, suppliers, and guests will register in the Lower Lobby area of the Conrad Hilton. Upon registration, food processors will receive a book of coupons for the daily door award drawings. As in past years, the exhibit will cover the

#### Make Monday Exclusive

President Milan D. Smith of N.C.A. urges that all delegates to the Convention refrain from making canner-broker-buyer-supplier contacts and appointments between the hours of 10:00 a.m. and noon on Monday, January 23.

This is the period of the N.C.A. Opening Session which includes the key appearance of the principal guest speaker George Romney and the annual N.C.A. election and voting on Association resolutions. All Convention delegates will benefit greatly by attending this meeting without interference from outside activities.

Mezzanine-Grand Ballroom area as well as the lower exhibit halls.

#### Attendance Prizes Offered

One of the innovations for this Convention created by the N.C.A. Convention Program Committee, headed by Vice President John C. Hemingway, will be the awarding of attendance prizes in the form of "canned money." At the close of the annual meeting and at each of the Tuesday and Wednesday morning breakfast

*best wishes for a happy holiday season*

### Convention Breakfast Sessions

Have you made your reservations for the 1961 Convention breakfast sessions? If not, you'd better take another look at the outstanding program which appears on pages 320 and 321 of this issue. To reserve your tickets for these events, please fill out and return the ticket reservation form which was enclosed with last week's issue of the INFORMATION LETTER. If you've misplaced the form, simply mail your reservation request to the National Canners Association, 1133 20th St., N. W., Washington 6, D. C. You may enclose a check with your order (\$3.50 per ticket) or pay for your tickets when you register at Chicago. In either case, the tickets will be held for your arrival at the N.C.A.-C.M.&S.A. Registration and Information Center in the Lower Lobby, North Hall of the Conrad Hilton Hotel. Won't you join us for breakfast on January 24 and 25?

sessions, drawings will be held for first, second and third prizes. The winners must have been present at the beginning of the meeting and at the time of the drawing. Special numbered slips will be handed out at the entrance to the annual meeting and a stub of the breakfast tickets will carry numbers for prizes. What the actual prizes are to be is being held as a surprise.

The Convention Committee also adopted "Canned Foods—the Year-Round Harvest," as the theme-slogan for 1961. It will be used in signs, decorations, banners and in other ways throughout the Convention.

#### Daily News Report

Another innovation will be a daily newspaper titled *CANvention News*, to be on hand every morning at the information centers and hotel floor desks. This will be prepared evenings by personnel of the C.M.&S.A. and N.C.A. press room staff, with Leonard Lobred of the Information Division as editor. Issues will appear on Sunday, Monday, Tuesday and Wednesday of Convention week. Contents will include items on the day's events such as award and attendance winners, new officers of various organizations holding elections, meeting and exhibit attendance, daily registration totals, *Convention Directory* changes, daily program highlights and miscellaneous items and announcements. The N.C.A.-C.M.&S.A. Registration and Informa-

tion Center will welcome suggestions for news items each day from anyone in attendance.

#### Monday Program

George Romney, president of American Motors Corporation, has been announced as the principal speaker at the annual meeting which will formally open the Convention on January 23. Mr. Romney is scheduled to review the general economic situation and to suggest the outlook for 1961.

At the annual meeting also, N.C.A. will elect officers for 1961 and the official Convention resolutions will be voted.

Another regular Convention feature—the Food Editors Conference presented annually as part of the N.C.A. Consumer and Trade Relations Program—will be held Monday afternoon, following a special luncheon at which the hosts will be members of the C.T.R. and Consumer Service Committees. Features of their program will be an appearance by "Mrs. America" of 1961 (Mrs. Rosemary Murphy, of Kentland, Ind.), who will report on the leading part played by canned foods in the recipes submitted by the Mrs. America contestants; Executive Secretary Carlos Campbell, on the general economics of canned foods; Nelson H. Budd, Director of the Information Division, on the N.C.A. Protective Screen program; and George E. Steele, Jr., who handles the labeling activity for N.C.A., on the Descriptive Labeling program.

After their program, the food editors will be conducted through the machinery exhibit by individual guides from the ranks of The Forty-Niners organization.

#### "To the Ladies!"

A Ladies Program is planned by the Canning Machinery and Supplies Association for all wives attending The Canners Show.

It will be staged at 2:30 p.m., Monday, January 23, in the Crystal Ballroom of the Sheraton-Blackstone Hotel. There is no admission charge and tickets will be available at the N.C.A.-C.M.&S.A. Registration and Information Center.

The program will be a get-together. Tea and cakes will be served. Miss Cathie Bauby, radio-TV personality, well-known to Convention delegates, will give a Personality Course, a talk on the Economical Use of Cosmetics, and on basic clothing. The program will run to about two hours.

### Mrs. America Will Be There

The new Mrs. America of 1961, Mrs. Rosemary Murphy, a 32-year old homemaker of Kentland, Ind., mother of five children, will make personal appearances during the N.C.A. Convention.

She won her title as the nation's top homemaker during the 22nd annual "Mrs. America" homemaking contest national finals at Ft. Lauderdale, Fla., last June. A tall, stately brunette, Mrs. Murphy defeated 50 other top homemakers from every state in a series of homemaking events, as well as on the basis of her outstanding poise, personality, good grooming and community interests.

She and her husband, George, a freight terminal manager, and their children: Stephen, 10; Michael, 8; Patrick, 6; Jeffrey 4; and Cynthia, 2; are what Mrs. America herself calls "a do-it-yourself, do-it-together" type of family.

Music will be furnished for the Opening Session and the Food Editors Luncheon by the Ted Sieber Trio of vocalists, one of the units of Jack Morton Productions, Inc., which has supplied entertainment for previous N.C.A. Conventions.

#### Tuesday Program

The schedule for Tuesday, January 24, lists a Research Session on canned foods in the diet, a Raw Products Session on mechanical harvesting and handling of tomatoes, a Marketing Session on the institutional market for canned foods, and the Fishery Products Program. Each of these technical sessions will start at 8:30 a.m. and be over by noon.

**Research Session**—The meeting on canned foods in nutrition will be opened by a discussion by Dr. Charles Glen King, director of The Nutrition Foundation, on "Modern Trends in the Nutritive Quality of Food Supplies Here and Abroad." Dr. Emil N. Mrak, chancellor of the University of California at Davis, will speak on the subject "Foods are Chemicals," and Dr. K. F. Meyer, former director of the Hooper Foundation for Medical Research, at the University of California, will talk on "Food Technology throughout the World and its Contribution."

**Raw Products Session**—This session will cover recent developments in mechanical harvesting and handling of tomatoes and a discussion of Dros-

phila control problems. Members of the N.C.A. Raw Products Research Committee and university specialists will serve as panelists.

**Marketing Session**—James Scully of the Leo Nejelski & Co., marketing research analysts, will present the first official report on a survey of the institutional market for canned foods, a study conducted under the sponsorship of the N.C.A. Consumer and Trade Relations Program. J. B. Weix, Jr., Chairman of the C.T.R. Committee, will then describe how canners should adjust their marketing practices so as to take full advantage of the institutional market. The concluding presentation on this session will be made by Ora D. Chidester, vice president of John Sexton & Co., who will describe the problem of selling canned foods to the institutional market.

**Fishery Products Session**—“Free or Controlled Trade in the International Market” will be the subject of a debate between expert advocates of the free trade and protectionist sides of the foreign trade issue.

**Statistical Quality Control**—The one afternoon program of the Convention will constitute a discussion of the applications of statistical quality control in canning operations and new developments and concepts in SQC techniques.

Principal speakers will be Leonard Seder, Quality Control Consultant, of Malden, Mass., and a panel of five canning industry quality control specialists consisting of Bruno Filice, Filice & Perrelli Canning Co., Richmond, Calif.; Gerald Desmond, Gerber Products Co., Oakland, Calif.; Robert Fry, Continental Can Co., Inc., New York;

C. B. Way, Green Giant Co., New York; and Andrew Irvine, Campbell Soup Company, Camden, N. J.

#### Wednesday Program

On Wednesday, January 25, N.C.A. will present a Research Session on plant maintenance and sanitation, a Raw Products Session on the industry's Protective Screen Program, and a Marketing Session on trade practices in the food industry.

**Research Session**—The N.C.A. Research Laboratories in cooperation with the C.M.&S.A. are planning another “Canned Foods Problems

Clinic,” this one stressing the importance of plant maintenance and sanitation, and how to establish effective programs.

**Raw Products Session**—The Protective Screen problem and program will be discussed from the experiment station point of view, the regulatory point of view, and from the point of view of canners and growers.

**Marketing Session**—There will be a report on the FTC inquiry into marketing of canned fruits and vegetables, and a discussion of the outlook for legislation affecting trade practices in the food industry.

## Federal Court Denies Meat Packers' Petition For Modification of 1920 Antitrust Decree

A Federal District Court denied on December 12 the petitions of three major meat packers seeking modification of the antitrust consent decree entered against them in 1920. The judge ruled that Swift & Company, Armour & Company, and Cudahy Packing Company had failed to establish that changes in the food industry since 1920 justified relaxation of the restrictions imposed by the decree. The December 12 action was taken in the U.S. District Court for the Northern District of Illinois, Judge Julius J. Hoffman.

The 1920 consent decree, finally given full effect in 1932 by a Supreme Court decision after extensive litigation, enjoined the defendant meat packing companies from engaging in a number of activities involving the distribution and sale of meat products and the handling and distribution of a large number of non-meat foods including fruits and vegetables. The three defendant meat packers had requested the court to modify the decree to permit them (1) to enter into the business of retailing meats and groceries, (2) to engage in grocery wholesaling, and (3) to handle and distribute a large number of non-meat foods, including fruits and vegetables.

The court ruled, in the light of earlier decisions arising out of the 1920 decree, that the petitioners had failed to establish that the dangers upon which the original decree was based had been removed by changed circumstances. Concerning the acquisition of retail food stores, the court noted:

“If the defendants were to engage in the business of operating general retail food stores, they would enjoy a substantial advantage over their rivals as a result of their control of nearly half the nation's meats and meat

products. Vertical integration through acquisition of existing retail stores or chains would tend to restrain competition by providing the defendants with captive outlets for both their meats and groceries, to the exclusion of competitive products.”

Concerning the meat packers' requests to enter into grocery wholesaling, the court said:

“If the defendants were permitted to sell groceries and fresh milk and cream at wholesale along with their meats, the competitive advantages of offering a full line of products and the economies resulting from a large volume and combined managerial and sales staffs would afford the defendants a competitive advantage similar to that which has largely eliminated the butcher shop, the green grocer, and the bakery shop from the retail trade.”

In reply to the defendants' contention that the decree restrained competition and that it prevented them from expanding into the distribution and sale of other food products, the court noted that “the elimination of three or four potential competitors from the general food industry can hardly be said to harm the public interest.”

## Grapefruit Sections for USDA

USDA announced December 15 the purchase of 387,550 cases (12/46-oz.) of canned grapefruit sections with funds appropriated under the National School Lunch Act.

These purchases are the result of the offers received in response to USDA's December 2 announcement.

Prices ranged from \$5.065 to \$5.20, with an average net price of \$5.138. None of the offers included discounts for prompt payment. Shipments are to be made during the period January 9 through March 4.

### Civil Defense Shelter Planned

A special event during the Convention will be housing of a volunteer family in an emergency shelter, to live round the clock under conditions that would prevail in the event of an atomic attack.

Details are being worked out in collaboration with the Office of Civil and Defense Mobilization and Chicago Radio Station WGN. The shelter will be built by a Chicago organization under OCDM specifications and will be located in the Lower Lobby, North Hall, alongside other government offices.

The family will live there on emergency food supplies listed in Civil Defense literature. These consist largely of canned foods.

TENTATIVE  
SUBJECT TO  
REVISION

# Preliminary Program

## 54th Annual Convention

Monday, January 23

### 10 a.m.—Annual Meeting

Presiding: MILAN D. SMITH, Smith Canning and Freezing Company, Pendleton, Ore., President of the National Canners Association

Invocation: KENNETH HILDEBRAND, D.D., Minister, Central Church of Chicago

Greetings: President SMITH

Report of the Nominating Committee:

EDWARD E. BURNS, Burns-Alton Corporation, Alton, N. Y., Chairman

Election of Officers

Report of the Resolutions Committee:

A. EDWARD BROWN, Michigan Fruit Canners, Inc., Benton Harbor, Mich., Chairman

Address:

GEORGE ROMNEY, President, American Motors Corporation, Detroit

Installation of New Officers

Tuesday, January 24

### 8:30 a.m.—Food Science Session

Breakfast Meeting (breakfast tickets \$3.50 each)

Presiding: C. L. RUMBERGER, H. J. Heinz Company, Pittsburgh, Chairman of the N.C.A. Scientific Research Committee

Address: "Food Technology Around the World and Its Contribution"

DR. K. F. MEYER, Director Emeritus, Hooper Foundation for Medical Research, University of California, San Francisco

Address: "Modern Trends in the Nutritive Quality of Food Supplies Here and Abroad"

DR. CHARLES GLEN KING, Executive Director, The Nutrition Foundation, Inc., New York

Address: "Foods Are Chemicals"

DR. EMIL M. MRAK, Chancellor, University of California, Davis

### 8:30 a.m.—The Institutional Market

Breakfast Meeting (breakfast tickets \$3.50 each)

Presiding: DR. H. L. STIER, Director, N.C.A. Division of Statistics

Address: "The Economics of Canned Food Usage by Institutions"

JAMES SCULLY and ROBERT L. JENKINS, Nejelski & Company, Inc., New York

Address: "Adapting Canners' Marketing Plans and Policies to the Institutional Market"

J. B. WEIX, JR., Oconomowoc Canning Company, Oconomowoc, Wis., Chairman of the N.C.A. Consumer and Trade Relations Committee

Address: "The Role of Canned Foods in the Future of Public Eating"

ORA D. CHIDESTER, Vice President, John Sexton & Co., Chicago

### 8:30 a.m.—Mechanical Harvesting and Handling of Tomatoes

Breakfast Meeting (breakfast tickets \$3.50 each)

Moderator: A. C. MOLL, Stokely-Van Camp, Inc., Indianapolis, Chairman of the N.C.A. Raw Products Committee

Mechanical Harvesting and Handling of Tomatoes

Panel:

MAX D. REEDER, H. J. Heinz Company, Pittsburgh

S. K. RIES, Michigan State University, East Lansing

B. A. TWIGG, University of Maryland, College Park

S. G. YOUNKIN, Campbell Soup Company, Camden, N. J.

O. C. ZOEBISCH, Libby, McNeill & Libby, Chicago

Drosophila Control

Panel:

C. H. MAHONEY, N.C.A. Raw Products Research Bureau, Washington, D. C.

J. M. REED, N.C.A. Research Laboratory, Washington, D. C.

B. A. TWIGG, University of Maryland, College Park

# NATIONAL CANNERS ASSOCIATION

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## 8:30 a.m.—Fishery Products Session

Breakfast Meeting (breakfast tickets \$3.50 each)  
Presiding: JAMES L. WARREN, R. J. Peacock Canning Co., Lubec, Maine, Chairman of the N.C.A. Fishery Products Committee

A Debate: "Free or Controlled Trade in the International Market"  
CHARLES P. TAFT, Counsel, Committee for a National Trade Policy  
O. R. STRACKBEIN, Chairman, Nation-wide Committee on Import-Export Policy

## 2 p.m.—Statistical Quality Control

Presiding: DR. H. L. STIER, Director, N.C.A. Division of Statistics  
Address: "Organizing for Quality Control"  
LEONARD SEDER, Quality Control Consultant, Malden, Mass.

Panel discussion: Applications of SQC in Canning Operations

Five of the canning industry's top quality control specialists will discuss the applications of statistical quality control in canning operations and new developments and concepts in SQC techniques.

Wednesday, January 25

## 8:30 a.m.—Trade Practices— Legislation and Regulation

Breakfast Meeting (breakfast tickets \$3.50 each)  
Presiding: H. THOMAS AUSTERN, Chief Counsel, National Canners Association  
Address: "The FTC Economic Inquiry into Food Marketing"  
SIMON N. WHITNEY, Director, Bureau of Economics, Federal Trade Commission  
Address: "Trade Practices Legislation—Some Philosophies and Prophecies"  
JAMES ROOSEVELT, Congressman from California

## 8:30 a.m.—Plant Maintenance and Sanitation Clinic

Breakfast Meeting (breakfast tickets \$3.50 each)  
Presiding: DR. IRA I. SOMERS, Director, N.C.A. Research Laboratories

Panelists:  
JAMES W. BELL, N.C.A. Research Laboratory, Washington, D. C.  
E. S. DOYLE, N.C.A. Research Laboratory, Berkeley, Calif.  
R. B. JANOTA, Swift & Company, Inc., Chicago  
VERN NELSON, Green Giant Company, LeSueur, Minn.  
R. H. SPANNENBERG, Portland Cement Association, Chicago  
ALFRED TRUMAN, Gerber Products Company, Fremont, Mich.  
C. V. WITTENWYLER, Shell Chemical Company, Union, N. J.

## 8:30 a.m.—The Protective Screen in 1960 and Program for 1961

Breakfast Meeting (breakfast tickets \$3.50 each)  
Moderator: DR. C. H. MAHONEY, Director, N.C.A. Raw Products Research Bureau

The Experiment Station and Extension Service Viewpoint:  
DR. ORDWAY STARNES, Director, New Jersey Agricultural Experiment Station, New Brunswick  
The Regulatory Viewpoint:  
DR. W. L. POPHAM, Assistant Administrator, Regulatory Programs, Agricultural Research Service, USDA

The Canner and Grower Viewpoint:  
R. J. MARSH, Canners League of California, San Francisco  
WILLIAM H. SHERMAN, New York State Canners and Freezers Association, Rochester  
CECIL R. TULLEY, Northwest Canners and Freezers Association, Portland, Ore.

A Critical Evaluation of the Protective Screen

## Schedule of Principal Events of the 1961 Convention

### TENTATIVE—SUBJECT TO REVISION AND ADDITION

#### SATURDAY, JANUARY 21

12:30 p.m.—N.C.A. Administrative Council, Room 2, Conrad Hilton  
 12:30 p.m.—C.M.&S.A. Board of Directors, Sheraton-Blackstone  
 4:30 p.m.—Forty-Niners Annual Meeting, French and English Rooms, Sheraton-Blackstone  
 5:15 p.m.—Forty-Niners Award Ceremony, French and English Rooms, Sheraton-Blackstone  
 7:00 p.m.—State Secretaries Dinner, Room 1, Conrad Hilton

#### SUNDAY, JANUARY 22

8:00 a.m.—N.C.A. Legislative Committee, Room 4, Conrad Hilton  
 8:00 a.m.—N.C.A. Consumer and Trade Relations Committee, Room 1, Conrad Hilton  
 8:00 a.m.—Cooperative Processors Association, Breakfast meeting, Room 2, Conrad Hilton  
 9:00 a.m. to 4 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Lower Lobby, North Hall, Conrad Hilton  
 10:00 a.m.—N.C.A. Board Executive Session, Beverly Room, Conrad Hilton  
 10:00 a.m.—C.M.&S.A. Annual Meeting, Parlor B, Williford Room, Conrad Hilton  
 12:00 noon to 5:00 p.m.—C.M.&S.A. Exhibit—The Canners Show, Conrad Hilton  
 12:30 p.m.—N.C.A. Board Luncheon, Waldorf Room, Conrad Hilton  
 2:30 p.m.—N.C.A. Board Executive Session, Beverly Room, Conrad Hilton  
 2:30 p.m.—N.C.A. Equipment Sanitation Committee, Room 8, Conrad Hilton  
 6:00 p.m.—Old Guard Reception and Banquet, Crystal Ballroom, Sheraton-Blackstone  
 7:30 p.m.—N.C.A. Research Smoker, Astoria Room, Conrad Hilton

#### MONDAY, JANUARY 23

8:00 a.m.—N.C.A. Consumer Service Committee, Room 14, Conrad Hilton  
 8:00 a.m.—N.C.A. Fishery Products Committee, Room 1, Conrad Hilton  
 9:00 a.m.—N.C.A. Nominating Committee, Astoria Room, Conrad Hilton  
 9:00 a.m. to 4 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Lower Lobby, North Hall, Conrad Hilton  
 10:00 a.m.—N.C.A. Annual Meeting and Convention General Session, Williford Room, Conrad Hilton. Address by George Romney, President of American Motors Corp.  
 10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit—The Canners Show, Conrad Hilton  
 12:00 noon—Food Editors Reception and Luncheon, Beverly Room, Conrad Hilton  
 12:30 p.m.—N.C.A. Research Committee, Room 8, Conrad Hilton

12:30 p.m.—N.C.A. Statistics Committee, Room 13, Conrad Hilton  
 2:00 p.m.—N.C.A. Labeling Advisory Subcommittee, Room 8, Conrad Hilton  
 2:00 p.m.—Food Editors Conference, Beverly Room, Conrad Hilton  
 2:30 p.m.—C.M.&S.A. Ladies Program, Crystal Ballroom, Sheraton-Blackstone  
 3:00 p.m.—N.C.A. Claims Committee, Room 12, Conrad Hilton  
 3:30 p.m.—N.C.A. Labeling Committee, Room 10, Conrad Hilton  
 7:00 p.m.—Young Guard Banquet, Terrace Casino, Morrison Hotel

#### TUESDAY, JANUARY 24

8:30 a.m.—N.C.A. Research Program—Canned Foods Assure Adequate and Safe Diets, Waldorf Room, Conrad Hilton  
 8:30 a.m.—N.C.A. Marketing Program—The Institutional Market, Upper Tower, Conrad Hilton  
 8:30 a.m.—N.C.A. Raw Products Program—Recent Developments in Mechanical Harvesting and Handling of Tomatoes, Room 1, Conrad Hilton  
 8:30 a.m.—N.C.A. Fishery Program—Free or Controlled Trade in the International Market—A Debate, Astoria Room, Conrad Hilton  
 9:00 a.m. to 4 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Lower Lobby, North Hall, Conrad Hilton  
 10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit—The Canners Show, Conrad Hilton  
 12:30 p.m.—N.C.A. Procurement Committee, Room 4, Conrad Hilton  
 12:30 p.m.—Joint Allied Industry and C.&T.R. Luncheon, Room 3, Conrad Hilton  
 2:00 p.m.—N.C.A. Statistical Quality Control Clinic, Room 2, Conrad Hilton  
 2:00 p.m.—N.C.A. Processing Committee on Foods in Metal Containers, Room 10, Conrad Hilton  
 2:00 p.m.—U.S. Fish and Wildlife Conference on Fish Canners Problems, Room 12, Conrad Hilton  
 6:30 p.m.—N.C.A. Raw Products Committee, Room 1, Conrad Hilton  
 8:00 p.m.—C.M.&S.A. Dinner Dance, Grand Ballroom, Palmer House

#### WEDNESDAY, JANUARY 25

8:30 a.m.—N.C.A.-C.M.&S.A. Research Program—Plant Maintenance and Sanitation, Waldorf Room, Conrad Hilton  
 8:30 a.m.—N.C.A. Marketing Program—FTC Economic Studies and Review in the Food Industry, Upper Tower, Conrad Hilton  
 8:30 a.m.—N.C.A. Raw Products Program—A Critical Evaluation of the Protective Screen Program, Beverly Room, Conrad Hilton  
 9:00 a.m. to 4 p.m.—N.C.A.-C.M.&S.A. Information-Registration Center is open, Lower Lobby, North Hall, Conrad Hilton  
 10:00 a.m. to 5:00 p.m.—C.M.&S.A. Exhibit—The Canners Show, Conrad Hilton

CANNED FOODS THE YEAR-ROUND HARVEST

## N.C.A. Comments on FDA's Recent Action Covering Use of DDT on Sweet Corn Crop

The following statement relating to DDT residues in sweet corn cannery ensilage was sent to all sweet corn canners on December 16. It explains the recent action taken by the Food and Drug Administration regarding revision of tolerances for residues of DDT on sweet corn and the agency's statements regarding the use of cannery ensilage resulting from the processing of this crop. Text of the N.C.A. letter to sweet corn canners is as follows:

Please find enclosed a copy of a recent order promulgated by the Food and Drug Administration on DDT residues in sweet corn cannery ensilage, published in the Federal Register of December 1, 1960 (see INFORMATION LETTER of December 3, page 307). If you will read the whole order you will note that the Food and Drug Administration refused to accept the N.C.A.'s proposal of July 11, 1958 that a 5 ppm residue tolerance of DDT be permitted in sweet corn cannery ensilage. The FDA concluded "that no tolerance should be established for DDT in sweet corn husks, forage, or sweet corn cannery waste."

The FDA also reaffirmed its earlier position that sweet corn cannery ensilage containing any amount of DDT is unsuitable as a feed for dairy cows and should not be represented, sold, or used for that purpose, since such use will result in residues of DDT occurring in milk, for which there is no tolerance. The N.C.A. concurs in this statement and has so advised sweet corn canners during the past three years.

The effect of the FDA order is to make it clear that shipments in interstate commerce of sweet corn cannery ensilage containing residues of DDT are prohibited under the Federal Act. You will note, however, that the FDA states in its order that DDT-contaminated ensilage may be fed to beef cattle if feeders are in a position to determine whether the magnitude of DDT residues will not result in residues exceeding the 7 ppm tolerance in the fat of beef animals.

In its finding of fact preceding the order, the FDA has unfortunately made no distinction between fodder, forage, and sweet corn cannery ensilage or waste, although the residue levels on each generally vary to a marked degree. In addition, the FDA states that the N.C.A. submitted data "intended to show that DDT residues on sweet corn cannery waste from sweet corn receiving only early season DDT application will be unlikely to exceed 5 parts per million." To the extent that this statement implies that DDT residues up to 5 ppm are likely to be found on such ensilage, it is in

error. It was pointed out in the Association data that "young sweet corn is quite often necessarily treated with DDT for the control of first generation European corn borer. . . . Since there are no ears on this corn at the time of treatment, the cannery husk and cob ensilage would contain no DDT residues."

The FDA statement went on to say: "Review of the data submitted by the National Canners Association and other available data indicates that much sweet corn cannery waste and other sweet corn forage bearing DDT residues not exceeding 5 parts per million are available. However, the data also show that husks and forage from sweet corn that received more than two early applications for first generation corn borer control will usually exceed 5 parts per million."

To the extent that this statement by the FDA purports to summarize the data submitted by the N.C.A., it is in error. The N.C.A. data with respect to cannery ensilage DDT residue levels was as follows:

"Historically, the ensilage stacks at the cannery factory are made up of husks and cobs and cannery trimmings from the early corn, which contains no DDT residue, from late corn 50 percent to 75 percent of which has not received DDT treatment, and from late corn which may have received one or more treatments with DDT. At the time this ensilage is fed to livestock it is obtained by slicing down through the entire stack on one end so that early and late treated corn and untreated corn cobs and cannery trimmings are thoroughly mixed. Further mixing also occurs in loading for transportation to the feed lots.

"Residue levels have been obtained from ensilage stacks prepared in the above manner in a number of states where sweet corn canneries are located. These levels vary from less than 1 ppm to as high as 5 ppm. Specific residue data from one experiment station gives an average for 12 replications in two years of 2.29 ppm. Data from another area covering a 5-year period have shown the residue levels in ensilage stacks, where more than 50 percent of the corn each year had been treated with DDT, to vary from 2.9 to 5.4 ppm, with an average for the 5 years of 3.99 ppm. This average is based upon analyses of 178 samples."

Nevertheless, in view of the FDA order, canners might be advised to separate DDT-treated ensilage from their untreated ensilage. Cannery ensilage not containing any DDT can of course be fed to any type of livestock and shipped in interstate commerce for that purpose. Cannery ensilage from fields treated once or twice with DDT for second generation corn borer

and corn earworm may contain up to 5 ppm of DDT. Under controlled feeding conditions it has been shown that ensilage containing up to 5 ppm of DDT can be fed to beef animals with supplements, provided the livestock are not fed treated ensilage for at least 60 days before slaughter. Canners having ensilage from fields treated two or more times for second generation borer and earworm are well advised to separate this ensilage and determine the residue level before it is sold and fed to livestock.

At the time the N.C.A. made its proposal to the Food and Drug Administration, DDT was the only satisfactory pesticide for the control of corn earworm and European corn borer. However, during the past several years there has been rather clear-cut evidence that Sevin is a satisfactory substitute for DDT for earworm control and fairly effective on European corn borer. Some states are recommending a combination of Sevin and EPN. It is clear, therefore, that part of the basis for the N.C.A. proposal no longer exists. Canners who are interested in selling sweet corn cannery ensilage, which is an excellent feed, may wish to substitute these other pesticides for DDT for the control of corn insects.

You may recall on July 17, 1960 you were sent a revision of Sec. 120.169 of the FDA Regulations, which established tolerances for Sevin of 25 ppm in or on corn fodder and forage and 5 ppm on kernels and kernels plus cob after husks have been removed.

## New Jersey Youth Is Winner of 1960 Canning Crops Contest

The national champion and regional and state winners of the 6th annual Canning Crops Contest were announced and honored December 8 at the 26th Annual Awards and Recognition Banquet of the National Junior Vegetable Growers Association in Colorado Springs, Colo. The contest, sponsored by N.J.V.G.A. with N.C.A. support, is one of the projects of the Consumer and Trade Relations Program.

Various firms in the canning industry, most of them members of N.C.A., sent a total of 22 award winners to the convention.

Alvin William String, Jr., 19, of Harrisonville, N. J., is the national winner. Young String won first place in the nation for his record in growing 9 acres of tomatoes for California Packing Corporation, Swedesboro, N. J., with a total yield of 217.46 tons or average of 24.17 tons per acre. He managed his project so well that he made a net profit of \$2,333.10 or \$259.23 per acre. String was graduated from Woodstown High School in

1959, and has been active in youth clubs and community activities. He is a two-time state champion from New Jersey (1957 and 1959) and was runner-up in 1958. He also was Northeast regional winner in 1959, and in that capacity was honored by the N.C.A. during his attendance at the N.J.V.G.A. annual convention in Washington last December.

Among the prizes he received were a gold wrist watch, gold pin, a purple rosette ribbon and an N.J.V.G.A. jacket. Dr. Edwin A. Crosby, Assistant Director of the N.C.A. Raw Products Research Bureau, presented the awards to String and to the regional winners of the Canning Crops Contest, as well as to all of the state winners, down to fifth place, who were present at the convention. Following are the regional winners:

**East**—Donald E. Martin, 14, Chambersburg, Pa., who grew 2 acres of tomatoes for H. J. Heinz Co., Chambersburg, with a total yield of 54.16 tons or an average of 27.08 tons per acre for a net profit of \$688.49 or \$344.25 per acre.

**South**—Wallace Kelly, 16, Six Mile, S. C., who grew 3 acres of pimientos for Pomona Products Co., Griffin, Ga., with a total yield of 19,825 pounds or an average of 6,608 pounds per acre for a net profit of \$656.25 or \$218.75 per acre.

**West**—Ernie Ray Foster, 17, Ridgefield, Wash., who grew one-half acre of Blue Lake beans for Washington Canners, Vancouver, with a total yield of 9,589 pounds for a net profit of \$257.37.

**Central**—Richard David Arnold, 17, Janesville, Wis., who grew 19.9 acres of Early Perfection peas for Libby, McNeill & Libby, with a total yield of 98,489 pounds or an average of 4,949.1 pounds per acre for a net profit of \$1,214.99 or \$61.06 per acre.

One of the featured speakers at the "Careers in Horticulture Breakfast", December 7, was Robert Moss, Idaho Canning Company, Payette, Idaho, and member of the C.&T.R. Committee, who spoke on the prospects of a career in canning or canning crops development.

During the N.J.V.G.A. convention N.C.A. sponsored an informal dinner for canning crops contest winners and their chaperones. This came to a total of 35 persons, including 21 young contest winners.

Mrs. Jean Schoonover of Dudley-Anderson-Yutzy, public relations counsel which acts for N.C.A. on C.&T.R. projects, assisted Dr. Crosby in many of the convention details and specifically handled publicity for the contest out of Colorado Springs. This included several articles in the Colorado Springs

*Gazette Telegraph and Free Press* and *Denver Rocky Mountain News*, as well as radio interviews on "The American Farmer," ABC network show; "Monitor," NBC network show; radio shows on KRDO and KOA, Denver, and local television shows over KRDO-TV and KKTV. Hometown newspaper and farm publication publicity on the various Canning Crops Contest winners is underway.

Fifteen states participated in this year's project. Several of the state champions have been announced and publicized at the various state conventions this fall, but not all. A complete list of state champions, with the crops they grew and the canners to whom they contracted, will be published as soon as N.J.V.G.A. records are supplied.

### N.C.A. Submits Statement To Migratory Labor Group

In response to an informal request from the Senate Subcommittee on Migratory Labor, the N.C.A. this week submitted the following statement:

In order to meet both military and civilian requirements for food during World War II, processors of agricultural commodities frequently found it necessary to assist growers in obtaining the labor necessary to plant and harvest their crops. Wartime manpower demands also dislocated what had been the normal pattern of labor supply for the highly seasonal in-plant work of canners and other processors. These new field and plant labor supply problems resulted in the

establishment of agricultural labor camps, the professional recruitment of workers in the United States and Puerto Rico through the U. S. Department of Agriculture and the U. S. Employment Service, the passage of the Mexican farm labor program, and the development of labor supply programs with the British West Indies and Canada.

The National Canners Association, like many other national organizations, was called upon to provide varying degrees of service to its members in connection with these wartime labor supply measures. Following the end of World War II, there continued to be a strong demand for labor to plant and harvest the annual crops, as well as to harvest and handle fruits and other perennial crops. The National Canners Association has, therefore, continued to keep its members advised about labor supply programs.

The National Canners Association has encouraged the canning industry to maintain minimum labor standards and to provide migratory workers with adequate housing, proper diets, medical care, and safe transportation. The N.C.A. has also encouraged research in the development of labor-saving equipment for harvesting and handling canning crops at the field level. At the same time, plant breeders and geneticists employed by the canning industry have been attempting to develop new fruit and vegetable varieties which will be suitable for mechanical harvesting.

The National Canners Association will continue to provide positive leadership by encouraging its members, as well as the growers of their raw products, to provide suitable working and living conditions for migratory workers.

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